

Jeans in Argentina

November 2023

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2023 DEVELOPMENTS

Jeans among the best-selling product types in second-hand clothing stores
Pricing policies mainly determined by brand positioning and marketing spend
Higher-end brands continue to update classic designs with more modern features

PROSPECTS AND OPPORTUNITIES

Demand for jeans set to remain buoyant despite pricing pressures
Super premium and premium segments expected to grow fastest in volume terms
Denim fabric supplier Santista aims to increase production capacity by 20%

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